

Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----110865 280152Z /61

R 271835Z JUL 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 1635
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
AMEMBASSY MANAGUA
AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMCONSUL MERIDA
AMCONSUL MONTERREY
AMEMBASSY PANAMA
AMEMBASSY QUITO
AMEMBASSY SAN JOSE POUCH
AMEMBASSY SAN SALVADOR
AMEMBASSY TEGUCIGALPA
USCONS MEXICO POUCH

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FOR WELCH, BED/OIM

E.O. 11652:N/A
TAGS.: BEXP,MX
SUBJECT: END OF SHOW REPORT: FLORIDA STATE DEPT. OF
COMMERCE TRADE MISSION & MF/BSP EXH.

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1. NAME OF EVENT: FLORIDA COMMERCE DEPT. PROMOTION, MF/BSP
2. PLACE & DATES: U.S. TRADE CENTER, MEXICO CITY, JULY 18-20, 1978
3. PARTICIPANTS: 9 (NTM-5, OTM-4)
- 3A. EXHIBITORS: 9 (NTM-5, OTM-4)
4. FLOOR SLS. AT EXH., INCLUDING DOLLAR VALUE OF MERCHANDISE TURNED OVER TO AGENTS & DIST.: \$360 (NTM-\$360)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MO. AS
RESULT OF THIS EXH.: \$1,015,000, (NTM-390,000, OTM-625,000
6. COS. SEEKING REPS.: 5
7. REPS. SIGNED: 8
8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MOS.: 22
8A. LEADS: 99
9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: NONE
10. JOINT VENTURES OR LICENSEES SIGNED: NONE
10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED
DURING NEXT 12 MOS.: NONE
10B. LEADS: NONE
11. SLS. LEADS: 120, (NTM-73, OTM-47)
12. REGISTERED ATTENDANCE: 510
13. MARKETING OBJECTIVES SUMMARY:
A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 7
(NTM-4, OTM-3)
B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING
OBJECTIVES: 2, (NTM-1, OTM-1)
C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES:
NONE
14. COMMENTS:
A. FLORIDA TRADE MISSION/SEMINAR/EXH. WAS SURPRISINGLY
SUCCESSFUL. EVENT SHARED DISADVANTAGE OF MANY STATE-
SPONSORED TRADE PROMOTION OF HAVING VARIETY OF TYPES OF
EQUIP. REPRESENTED AMONG ITEMS PROMOTED.
ORGANIZERS, FLORIDA DEPT. OF COMMERCE, AT SUGGESTION OF
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TRADE CENTER, ATTEMPTED TO RESTRICT PROMOTION TO MORE
OR LESS VERTICAL ELECTRONIC EQUIP. THEME. THIS BROAD
DENOMINATOR, HOWEVER, COVERED A MULTITUDE OF "SINS"
& SHOW ACTUALLY INCLUDED NINE EXHIBITORS WITH PRODUCTS &
SERVICES DESTINED FOR NINE SEPARATE & DISTINCT MARKETS,
INCLUDING A SOLAR HEATER FOR SWIMMING POOLS &
HOUSEHOLD HOT WATER. COST OF FULL PROMOTION OF EVERY LINE
REPRESENTED WOULD HAVE BEEN PROHIBITIVE, GIVEN FLORIDA'S
LIMITED BUDGET. TRADE CENTER THEREFORE RECOMMENDED &
FLORIDA ADOPTED STRATEGY OF HANDLING EVENT AS TRADE
MISSION RATHER THAN EXH., AS ORIGINALLY PLANNED. EVEN AS
TRADE MISSION, EVENT REQUIRED SPECIAL HANDLING, INCLUDING
MUCH LONGER THAN USUAL (160 VS. 80 PERSON HOURS)
EMPLOYMENT OF TEMPORARY SECRETARY/COORDINATOR, OVER 100
MAN HOURS OF EFFORT BY USTC'S COMMERCIAL ASST. TO LINE UP
AGENT/DIST. CONTACTS & EXTRA EFFORT BY USTC'S MARKET
PROMOTION FIRM, WHICH WAS HIRED TO EXECUTE PROMOTION OF
EVENT. AS COST LIMITING FACTOR, ONLY HIGHEST PRIORITY END
USERS & MARKET INTERMEDIARIES WERE PROMOTED, THUS
LIMITING MAILING TO 7,000 PIECES FROM POTENTIAL 30,000.
TELEPHONE & PERSONAL VISIT CAMPAIGN, AS WELL AS ADVERTISING
& DIRECT MAIL, PRODUCED GOOD LEVEL OF CONTACTS FOR ALL

INVOLVED, EXCEPT HARRIS CORP. WHICH DID NOT REALLY
PUT ITS HEART INTO THE PROMOTION, HAVING PARTICIPATED AS
GESTURE OF SUPPORT TO NEW CORPORATE HEADQUARTERS STATE.

B. AS BOOST TO PROMOTIONAL EFFORT, FLORIDA SECRETARY OF
COMMERCE, PHILLIP ASHLER HELD VIP RECEPTION ON OPENING
NIGHT. AMBASSADOR SUPPORTED EVENT BY HIS ATTENDANCE AT
RECEPTION, DURING WHICH HE VISITED EXHIBIT BOOTHS AND

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AMCONSUL BELIZE
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GREETED MANY GUESTS. RECEPTION DREW EXCELLENT AUDIENCE OF
220 HIGHER LEVEL OFFICIALS FROM BOTH GOVERNMENT &
PRIVATE SECTORS.

C. AS FURTHER SUPPORT FOR EVENT, FLORIDA COMMERCE
ADVANCE-PERSON, SARAH SANTAMARIA, LINED UP SEMINAR IN
COOPERATION WITH MEX. CHAPTER OF INSTITUTE OF
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ELECTRICAL & ELECTRONIC ENGINEERS. TWO DAY SEMINAR DREW
TOTAL OF 131 PERSONS TO HEAR EIGHT PAPERS ON TOPICS
RELATED TO SOME OF MISSION'S MAJOR THEMES. RESPONSE WAS
EXCELLENT, AS USUAL, TO IEEE'S WELL PLANNED & TIGHTLY
CONTROLLED EFFORT. IEEE ALSO ARRANGING SEMINAR FOR ITS
COMPUTER EVENT TO BE HELD AT USTC IN OCTOBER.
THIS WAS THIRD FLORIDA EXH./SEMINAR TO BE HELD HERE. FIRST
TWO WERE SOMEWHAT LESS SUCCESSFUL THAN THIS ONE, DUE
LARGELY TO BETTER ORGANIZED PROMOTION EFFORT BUILDING
ON MISTAKES OF THE PAST. PARTICULARLY CONSIDERING NEAR
DISASTER OF JAN. 1978 IOWA STATE TRADE MISSION, USTC WAS
DETERMINED THAT EVERYTHING WOULD BE DONE TO SEE TO IT
THAT FLORIDA MISSION WAS AS SUCCESSFUL AS POSSIBLE.
READINESS OF SARAH SANTAMARIA TO ACCEPT & IMPLEMENT USTC
ADVICE WAS CRITICAL FACTOR IN ACHIEVING DESIRABLE RESULT
OF MISSION. HER INABILITY TO RECRUIT VERTICAL SHOW
REFLECTS GREAT DIVERSITY OF FLORIDA INDUSTRY RATHER THAN
ANY LACK OF EFFORT ON HER PART. WHILE FORWARDING SAME
CAVEAT THAT STATE EVENTS SHOULD BE VERTICAL, IF POSSIBLE,
WE SEE THAT A MORE OR LESS HORIZONTAL EVENT CAN BE
SUCCESSFULLY PROMOTED PROVIDED: (1) SOME ELEMENT OF
VERTICALITY IS PRESENT; (2) LIAISON BETWEEN USTC & STATE
IS CLOSE & CONSTANT; (3) USTC MARKET PROMOTION FIRM
HANDLES PROMOTION; (4) A TECHNICAL SEMINAR IS HELD
IN CONJUNCTION WITH THE EVENT (TO LEND TECHNOLOGICAL
"LEGITIMACY"); & (5) THERE IS EQUIP. SHOWN. THERE ARE
SEVERAL ACTIVE STATE TRADE DEVELOPMENT OFFICES & WE WOULD
LIKE TO HAVE MORE OF THIS BUSINESS, PROVIDED THE ABOVE
TERMS ARE ACCEPTABLE.

15. SUCCESS STORIES:

A. CHEMICAL PROCESSORS, INC., THE ODD MAN IN THIS EVENT,
SHOWED ITS LINE OF SOLAR WATER HEATERS. THE READINESS OF
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THE SUNNY MEXICAN MARKET FOR THIS TECHNOLOGY WAS
EVIDENCED BY THE 10 SLS. LEADS & 40 REPRESENTATION LEADS
RESORTED BY CO. PRES. JOHN G. HICKS. MR. HICKS SOLD
HIS DISPLAY EQUIP. VALUED AT US\$360 & PROJECTED SLS. OF
US\$100,000 IN THE NEXT 12 MOS., AS A RESULT OF HIS
PARTICIPATION. MR. HICKS EXPRESSED HIS APPRECIATION OF

"THE EXCELLENT JOB OF TRADE CENTER IN SUPPLYING
LEADS." (CLEARED FOR PUBLICATION)

B. MARIO LEIDERMAN, PRES. OF REY INT'L., INC. REPORTED
25 SLS. LEADS FOR THE APPLE II PERSONAL COMPUTER SOLD
BY HIS FIRM, AS WELL AS THE APPOINTMENT OF SEVEN DIST.
ON THE BASIS OF 42 LEADS HE RECEIVED DURING THE
SHOW. HE FORECAST SLS. OF AT LEAST US\$35,000 DURING THE
NEXT 12 MOS. FOR THE INEXPENSIVE CENTRAL PROCESSOR, AS
WELL AS APPOINTMENT OF 18 MORE DISTRIBUTORS. MR. LEIDERMAN
SAID THAT RESULTS WERE "MORE THAN WE HAVE EVER EXPECTED."
(CLEARED FOR PUBLICATION).

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